

# Gap Analysis for

2019 / 05

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# 01

# Current Status

## SEO

Make sure your website is easy for users to discover—and easy for search bots to understand—with better page titles, headings, and meta descriptions.



### PAGE TITLES

**Splendid page titles.**

Page titles should be no longer than 70 characters in length and not repeat keywords.

[READ MORE >](#)



### META DESCRIPTION

**Masterful prose.**

Meta descriptions should be no longer than 300 characters in length and should be relevant to the page.

[READ MORE >](#)



### HEADINGS

**Head of the class!**

Heading tags distinguish headings from core page content.

[READ MORE >](#)



### SITEMAP

**Found it!**

Site maps help users navigate your site quickly and easily.

[READ MORE >](#)

**SEO:** The state of \_\_\_\_\_' current SEO is great! Your website is set up effectively. Your primary keywords include:

*digital signage software*  
*meeting room signs*  
*facts about millenials*  
*conference room digital signage*  
*digital sign graphics*  
*training room sign*  
*digital signage advertising rates*



# 02

## Current Status

### WEBSITE

#### PAGE SIZE



4.8<sub>MB</sub>

**A respectable pace. Well played.**

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

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#### PAGE REQUESTS



77

**Serious room for improvement.**

The more HTTP requests your website makes, the slower it becomes. Combine files to minimize the number of requests made.

[READ MORE >](#)

#### PAGE SPEED



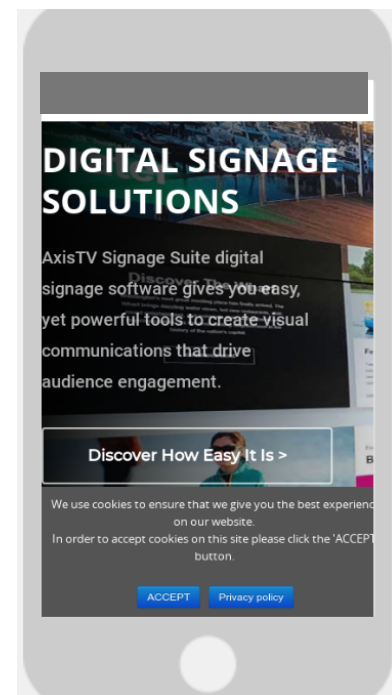
5.9<sub>Sec</sub>

**Might try speeding things up a bit.**

Best-in-class webpages should load within 3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

[READ MORE >](#)

**Website:** Performance is average for speed. Mobile responsiveness is well done. Content is valuable. Navigation is too extensive. Gated Content pushes some valuable content too far down in browse behavior for general access. Gated Content Forms have too many required fields.



# 03

## Current Status

### EMAIL

First Name\*

Last Name\*

Work Email \*

Organization \*

Email\*

Your Organization\*

Job Title \*

Country \*

Job Title\*

Country\*

Additional Comments

We're standing by to hear from you...

Sign Up Now

Stay In Touch

Sign up for our monthly r  
campaigns, and more.

SIGN UP NOW →

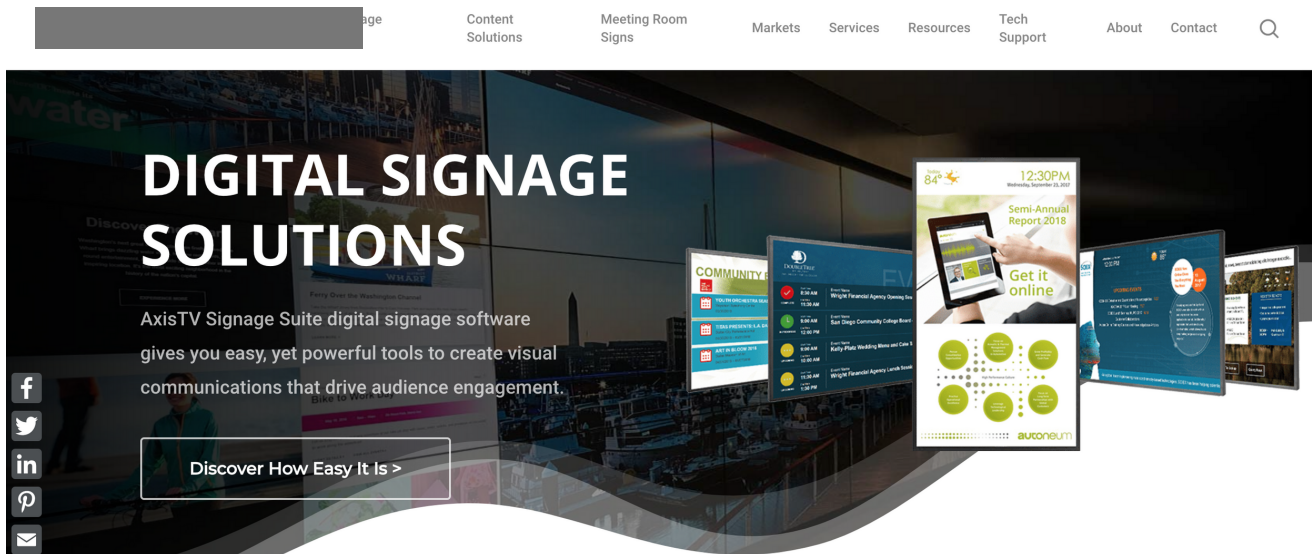
**Email:** Sign-up Form is hard to locate, too extensive, and hosting page has two buttons one which redirects to the same page, the second which submits the form. This creates confusion. Form does not trigger welcome email. Email cadence appears to be low (one week without any emails). Competitors (22 Mile and Digital Signage) have no form at all on their pages. This element provides an immediate opportunity to step up as a leader in the space.



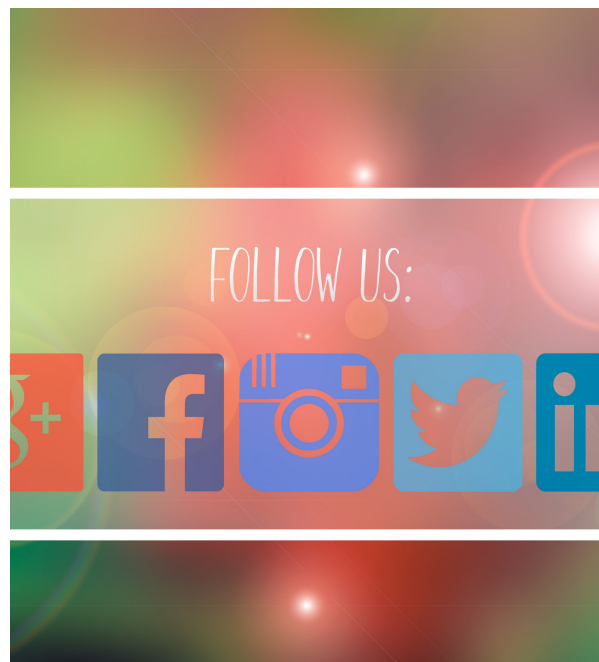


# 04 Current Status

## SOCIAL



**Social:** Social Links on the website are all formatted as share buttons and not accessible to the social channels directly. Revise existing links to clearly delineate share functionality vs. CTA to follow. Facebook and Twitter have very small followings (508 and 194 followers) LinkedIn is a stronger presence with 1308 individuals following.



# 05 Primary GAPS

Acquire	Convert	Grow	Retain	Re-Engage
•Static Forms	•Welcome Series	•Weekly Email	•Tips/Service FAQs	• <u>Re-targeting</u> Ads
•Pop-up Form	•Navigation Update	•Referrals	•Maximize Utilization	•Re-engagement Series
• <u>Look-a-like</u> Audience Ads	•Surface valuable copy (such as content ideas)	•Upsell Series (additional services, similar products, case studies)	• <u>Re-targeting</u> Ads	
•Minimize Gated Form Fields	•Weekly Email	•Reviews	•Encourage Social Following	
•Optimize Website Speed	•Industry Specific Nurture Series	• <u>Leadscoring</u> Implementation		
• Website	• Email	• Social	• Ads	

1

ACQUISITION – Sign-up Forms are the primary weakness, modifications are needed to existing forms, and additional forms needed to bridge for missing functionality.

2

CONVERSION – A combination of Website Edits are advised to re-structure the visitor path as well as an Email Series to nurture contacts through to conversion.

3

GROWTH – Growth refers to existing customers, increasing their lifetime value. Efforts include consistent touchpoints, content geared towards upsells, and tactics for lead qualification.

4

RETENTION – Your support and graphics services provide value long after initial product purchase, keep those touchpoints consistent and targeted for optimal repurchasing.

5

RE-ENGAGEMENT – Prevent churn through proactive re-engagement of existing contacts and customers.

# 06 Initiatives

1

## PHASE 1 –

Sign-up Forms (static and pop-up)

Add social icons to footer and on blog and infographics

Create welcome series for email

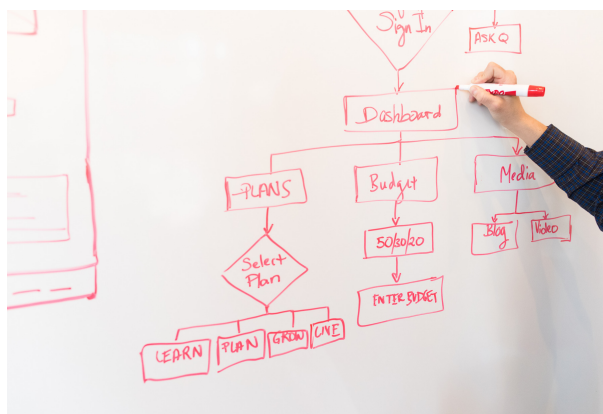
Edit down website navigation

**Sign-Up Forms:** Add static sign-up form to footer. Add Pop-up Form to site. Modify current form to be stand-alone element on page, simplify required fields. Modify Gate Pages to limit number of required fields.

**Social Icons:** Add social icons for following into footer and on blog and infographics. Suggest changing website icons to be social following and not share links.

**Welcome Series:** Automate your welcome process for those who sign up for emails. This welcome series will increase future engagement and allows you to nurture the relationship catering the buying cycle to the individual client.

**Website Navigation:** Review competitor examples and minimize primary nav to less than 5 elements.



<http://www.digitalsignage.com/>

Products Enterprise Technology Support

<https://skykit.com>

How it Works Solutions Resources About Contact

# 07 Initiatives

2

## PHASE 2 —

Send emails weekly

Automate nurture series by industry

Surface content ideas

Website Speed Improvements

**Weekly Emails:** Keep leads from turning cold by nurturing their interest through ongoing emails. Consider these questions when determining what to present:

*What makes you unique?*

*Why do they need the product?*

*What problems do you solve?*

*What are your value statements?*

**Industry Specific Nurture:** Repurpose your fantastic blogs, whitepapers, and videos into automated email series that walk contacts through their research process and speak directly to their needs.

**Surface Content Ideas:** Make it clear how the products can be utilized. Rely on visual cues and case studies to help customers easily visualize how your products match their specific needs. Don't leave consumers searching for if you are the right solution, make it abundantly clear as high up in the user flow as possible.

**Optimize Site Speed:** Combine files to minimize HTTP requests. Keep page size below 3MB. Minimize page load speed to under 3 secs.





# 08 Initiatives

3

## PHASE 3 –

- Utilize leadscoring
- Create re-engagement series
- Develop upsell series
- Re-targeting ads

**Leadscoring:** Create a custom leadscoring rubric to validate leads and modify how they require nurturing. Determine who is showing buying behavior and connect your sales team to your marketing, facilitating a seamless experience for the customer.

**Re-engagement:** The inverse of a welcome series, re-engagement is targeted towards customers who are showing churn potential. The goal of the series is to re-activate your contacts, offering unique value, and re-inserting them as active leads.

**Upsell Series:** Post conversion many marketers forget to continue the nurturing of the ongoing client relationship. Develop an automated upsell series based on what products or services your customers have bought thus far. Customizing your touchpoints to their unique path will show you care about their ongoing success.

**Re-Targeting Ads:** Connect email marketing and social via re-targeted ads for upsells, retention, and re-engagement.

